



Morningstar Multimedia
Creative Overview

EVENT MARKETING



The Wharton Global Business Forum

WGBF is one of Wharton's premier business conferences, bringing together business leaders, academics, and professionals from all over the world. The conference is comprised of 5 core conferences focusing on international business in Africa, Asia, Europe, India, and Latin America. It usually attracts about 2000 attendees each year.

Morningstar has been working with WGBF each year since 2000 to prepare their conference marketing materials, including postcards, mailers, email campaigns, day of event brochures, flyers, posters, banners, and the website. The marketing materials must connect with a number of target audiences, from corporate sponsors who fund the nonprofit conference, to students, faculty, staff, and business community members who attend, to prominent business professionals who speak on panels. These materials must also continue to reinforce and build Wharton's brand as a leading global business think tank.



www.whartonglobal.com

IDENTITY CREATION

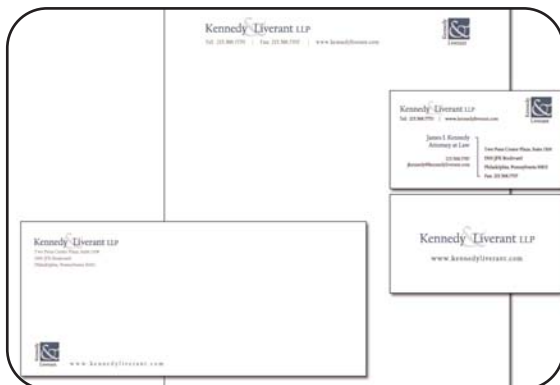
Kennedy & Liverant LLP

In early 2004, Jim Kennedy and Marc Liverant decided to leave one of the 10 largest law firms in the US to focus on sports and entertainment law. At the same time, keeping their current corporate clients was a priority, so they wanted their new look to be traditional enough to appeal to a broad range of audiences.

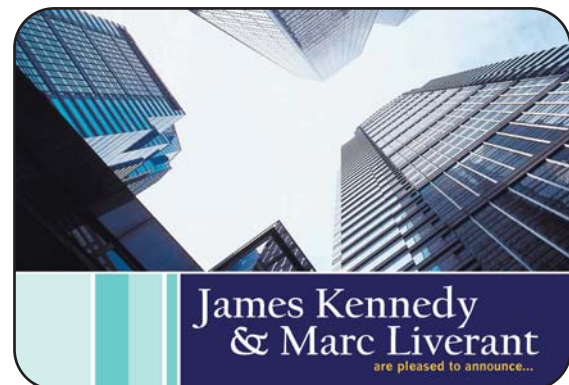
Morningstar worked with Kennedy & Liverant LLP to create a corporate identity, announcement cards, and a website for the law firm. Since then, they (and we!) have received numerous complements on the look and feel of the marketing materials. Their law firm is also thriving, with a client list that now includes a number of NFL and MLB athletes.



www.kennedyliverant.com



Logo and Stationary



Announcement



WEB DEVELOPMENT



Re/Max Eastern

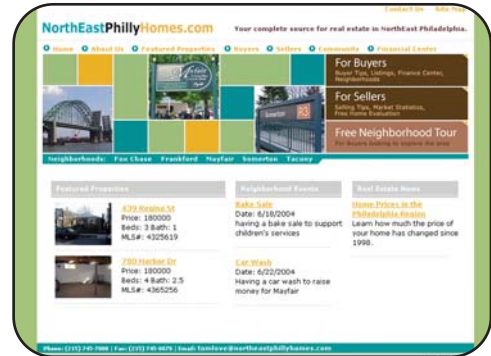
Tom Love was frustrated with his website. It hadn't generated any leads, nor was he sure anyone was visiting the site. It also did nothing to differentiate him from the 1 million other Realtors out there.

Morningstar worked with Tom to understand who his client base was and what they'd be looking for on his website. The goal was to make visitors feel like they were stepping into Northeast Philadelphia. We used that principle to create a community atmosphere where potential buyers can view neighborhood listings, see pictures of the neighborhoods, view local events, check out school information, and visit local links. By focusing on attracting buyers, he offers sellers an attractive, high traffic website to market their home.

Morningstar also created a content management system, so Tom can easily update his website through a web interface - with no knowledge of html or the purchase additional software required.



Before - a standard template driven website that does little to differentiate Tom from everyone else. It was also difficult to navigate and find information.



NortheastPhillyHomes.com



Administrative Interface